



PATENT

Docket No. 3866.2.1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Feature Films for Families)
Serial No.: 09/920,072)
Filed: August 1, 2001) Art Unit:
For: Voice Transition Script Caller) 2614
Examiner: Md S. Elahee)

Affidavit Under 37 CFR Section 1.132

Sir:

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this Declaration or the application to which it relates; declares:

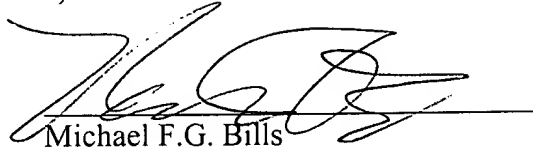
1. I am the President of Feature Films For Families, Inc. and I am authorized to execute this Declaration on behalf of the said corporation;
2. The facts set forth in this Declaration are true and all statements made herein on information and belief are believed to be true;
3. Applicant's invention in the above-titled application has been used in our company to conduct telemarketing activities.
4. Use of Applicant's invention has produce superior results compared to the results achieved when not using the invention.
5. When training a new telemarketing agent, the most important skill is to teach them proper use of the interjection menu. When used well, there is consistently a 25 to

40% improvement in performance over an agent not using them well or not at all. The difference is that the agent using “hot keys” to play recorded scripts in the interjection menu conducts a natural sounding conversation while not using the interjection menu sound awkward to the customer.

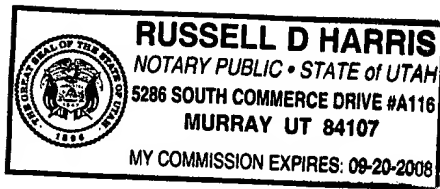
6. The attached report demonstrates the importance of our prerecorded script-independent interjections such as the laughs, positive affirmations, etc. New agents often struggle initially because they don’t use the interjection menu keys well when first learning a particular information script or prerecorded sales pitch. In the report, Reina is a new agent who has been with us for about four weeks. Lindsey is a veteran employee who serves as “lead” agent. It was discovered that Reina under performed against her peers. Through monitoring it was determined that she was operating the information script properly, but she wasn’t using the interjection keys at all. By merely using the interjection menu keys to play prerecorded scripts off the interjection menu, Lindsey’s conversion rate is about 50% better than Reina’s


Signature page follows

DATED this 30th of November, 2006.


Michael F.G. Bills

SUBSCRIBED AND SWORN TO this 30th day of November, 2006.




Notary Public



Contacts

Name	Week 1	Week 2	Week 3	Week 4	Total
LINDSEY FERGUSON	423	82	300	96	901
REINA DRUMAL	1031	1020	701	588	3340

Sales

Name	Week 1	Week 2	Week 3	Week 4	Total
LINDSEY FERGUSON	21	5	15	7	48
REINA DRUMAL	28	32	31	27	118

Conversion %

Name	Week 1	Week 2	Week 3	Week 4	Total
LINDSEY FERGUSON	4.96%	6.10%	5.00%	7.29%	5.33%
REINA DRUMAL	2.72%	3.14%	4.42%	4.59%	3.53%

Didn't use Hot Keys

Used Hot Keys

